# Product Launch Blueprint

**ProductLaunchFormula.com**

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**Be sure to ZOOM in to see all the details!!**

## Strategy

- List Building On Steroids
  - best way to build a list = product launch
- Building A GREAT Relationship With Your List
  - the best warmest list you'll ever have
  - the Launch List phenomenon
- Creating RAVING Fans
  - they're gonna love you
- Building a CRUSHING Offer
  - give them what they want, and it makes EVERYTHING easy
- Identifying DEADLY Sales Messages
  - identify and answer objections and totally forget about the "hard sell"
- Massive Positioning Power
  - you = guru
- Product Launch Parachute
  - screw up 80% of this, and it still works
- No "Single Point of Failure"
  - this is a completely risk-adverse strategy

## Mental Triggers

- stories
  - we've been trained for thousands of years to listen to stories
  - nothing is more engaging than a good story
  - your entire launch is a "story arc"
- reciprocity
  - give great stuff, and people will naturally want to give back to you
- event-based
  - people love events and feeling like they are part of something larger than themselves
  - going through an event TOGETHER with other people is the core piece of "ritual"... and rituals are among the most powerful experiences that humans have
- anticipation
  - few things capture our attention and imagination more than anticipation
  - this is how people get pulled into your launch... it's what keeps people reading and watching your marketing instead of your competitors marketing
- social proof
  - people look to other people for clues on how to act
  - if you can show your prospects that they are not alone, then you win
- proof
  - show people that your stuff works
- community
  - we act like we think people in our community are supposed to act
  - "virtual" communities are REALLY strong
- interaction / conversation
  - people would rather talk than listen
  - people will pay attention to a conversation longer than a lecture
- scarcity
  - when there is less of something, people will inherently want it more
  - event-based launches naturally lend themselves to some elements of scarcity

## Tactics

## The Offer

- only sell what your market wants
  - this is part of the "Product Launch Parachute"
- tune your offer to feedback during launch
  - this is another part of the "Product Launch Parachute"
- what they get
  - often you can refine your offer during the launch (based on the feedback you get during the launch)
- how they get it
  - you can also fine tune this based on your "Launch Conversation"
- bonuses
- guarantee
- a CRUSHING OFFER
  - what's going to get your prospects REALLY excited?
  - use the "launch conversation" to create a crushing offer... and it makes selling very easy
  - often you don't know your market as well as you think you do
- what markets?
  - virtually any market
  - works around the world
- prices
  - does it have to be high-priced?
    - can be any price
    - but you'll often be able to get a higher price with a launch
- types of products
  - online products
  - physical products
  - membership sites
  - online services
  - offline services
  - widgets
  - e-commerce

## Sequences

- pre-prelaunch
  - shot across the bow
  - one method: survey
- prelaunch
  - from 4 to 20 days
  - 3-5 pieces of prelaunch content
  - deliver value
  - create conversation with your market
- launch
  - from 1 to 7 days
  - the "Walker W"
- post launch
  - lock in your relationship with your new clients
- relaunch
  - almost no work, lots more money
  - AWESOMESAUCE !!
- JV
  - critical if you're doing a "JV Launch"
  - first and most important launch if you're doing a "JV Launch"

## Types of Launches

- Quick Launch
  - Instant Easy Money
- Seed Launch
  - Perfect if you don't have a list or product
- Internal Launch
  - Simple, Easy, Elegant... Very Profitable
- JV Launch
  - The Big Payday
- E-Commerce Launch
  - Regular Profit Boost
- Rolling Launch
  - Sequential JV launch
- Affiliate Launch
  - probably the easiest
  - works with new products that are being launched
  - works with products that have been on the market for a while
  - best way to set yourself apart from all the other affiliates
- Relaunch
  - almost no work, lots more money
  - AWESOMESAUCE !!

## Resources

- Blogs
  - Wordpress
  - Moveable Type
- Email List Hosting
  - Profollow.com - http://www.profollow.com
- Video Hosting
  - Amazon S3
  - ezS3
  - Kajabi (coming soon)
- Web Hosting
  - This is changing too fast to put recommendations here
- Video Creation
  - Mac
    - Screenflow (screen capture)
    - Camtasia (screen capture)
    - iShow U (screen capture)
    - Quicktime (screen capture)
    - iMovie (full motion, free)
    - Adobe Premiere (full motion, expensive, pro quality)
    - Apple Final Cut (full motion, expensive, pro quality)
    - Keynote (presentation software with screen capture)
  - Windows
    - Camtasia
    - Sony Vegas Movie Studio (inexpensive)
    - Adobe Premiere (expensive, pro quality)
    - Powerpoint (presentation software)
    - Moviemaker
  - Cameras
    - Lots of different cameras
    - Flip HD (inexpensive)
    - Kodak Z8 (inexpensive)
    - Canon VIXIA HF S20 (more expensive, great quality)
    - Pro Level Cameras (if you want one of these, you probably know more than I do)
  - Use a tripod!
- Audio Creation
  - Audacity (audio editing, free)
    - lots of other audio editing software available
  - Microphones
    - Sennheiser PC 166 USB
    - Blue Microphones Snowball
    - Audio Technica AT2020
- Webinars / Telesminars
  - instantteleseminar.com
  - gotowebinar.com
  - freeconferencecalling.com
- File Sharing and Transfers
  - getdropbox.com
  - yousendit.com
- Team Collaboration
  - Central Desktop
  - Basecamp
- Surveys
  - surveymonkey.com
  - surveygizmo.com
- Merchant Account
  - Pow Pay.biz - "launch friendly" merchant account
- Product Printing, Duplication, and Fulfillment
  - Disk.com